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Programme planning

Proposed strategic framework for the period 2016-2017

Part two: biennial programme plan

Programme 24
Public information

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Overall orientation

24.1 The Department of Public Information is dedicated to communicating to the world the ideals and work of the United Nations; to interacting and partnering with diverse audiences; and to building support for the purposes and principles enshrined in the Charter of the United Nations. In line with this mission, the Department creates and implements communications strategies; engages local audiences worldwide through its network of United Nations information centres; produces, promotes and delivers news and media products and services; and initiates and expands partnerships, outreach and knowledge-sharing.

24.2 The mandate of the Department, contained in General Assembly resolution 13 (I), is guided by the priorities established by the Assembly and its subsidiary body, the Committee on Information, through the resolutions of the Assembly on questions relating to information, the most recent of which are resolutions 68/86 A and B.

24.3 The Department seeks to promote global awareness and enhanced understanding of the work and issues of the United Nations by providing accurate, impartial, comprehensive, balanced, coherent, timely and relevant information. To that end, the Department will focus on priority themes, with a regional focus on Africa, in support of the three pillars of the Organization's work (development; peace and security; and human rights), drawing on guidance from the new development agenda expected to be agreed upon in 2015. Within these priority themes, the Department will seek to underscore the Secretary-General's emphasis on delivering results, on accountability and on gender equality and the empowerment of women, while addressing global challenges for the common good and fully complying with the mandates given by Member States.

24.4 The Department works to deliver effective and targeted information programmes in key areas, including for United Nations conferences and observances. It seeks to reach and engage audiences worldwide to encourage support for the Organization and its objectives.

24.5 To accomplish its mission, the Department takes the following core approaches in its work: strategic working relationships with the substantive departments and offices of the Secretariat and organizations of the United Nations system; enhanced use of the latest information and communications technologies in both traditional and new media in order to deliver information directly and instantaneously worldwide; and the promotion of multilingualism and the parity of official United Nations languages in the preparation of news and communications products. The Department also provides information services to delegates and staff through the Dag Hammarskjöld Library and promotes knowledge-sharing and internal communication by way of iSeek, the United Nations intranet.

Subprogramme 1
Strategic communications services

Objective of the Organization: To broaden understanding of and support for the work of the United Nations on the priorities given by Member States, including communications support for United Nations events and initiatives decided upon by them

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Improved quality of media coverage on the priorities decided upon by Member States	(a) Increased percentage of articles that contain United Nations messages on priorities decided upon by Member States
(b) Increased reach of the online components of communications campaigns on priority themes	(b) Increased number of members of the general public reached through online media
(c) Improved understanding at the local level of work carried out by the United Nations	(c) (i) Higher percentage of target audiences indicating improved understanding of the United Nations (ii) Increased number of visitors to the subprogramme's websites (iii) Increased number of informational materials and United Nations publications available in local languages

Strategy

24.6 The subprogramme will be implemented by the Strategic Communications Division, which consists of the Communications Campaigns Service and the Information Centres Service, including the network of United Nations information centres.

24.7 The objective will be accomplished by developing focused communications guidance and messages through the integration of campaigns and messages between Headquarters and the network of United Nations information centres and through improved integration with other departments and offices and the respective information components of United Nations agencies, funds and programmes. At the national level, the information centres will continue to integrate their work with the strategic and communications priorities of United Nations resident coordinators and country teams, while benefiting from thorough, timely and targeted information provided by the subprogramme's offices concerned with development, peace and security and human rights issues. Specially designated information centres will assist other centres in their respective regions in sharing expertise and resources and in developing messages and communications campaigns tailored to regional or subregional needs. The United Nations Communications Group will enhance the coordination of communications activities between the Department and the wider United Nations system through inter-agency task forces, including United Nations communications groups at the country and regional levels, to harmonize communications on priority issues.

24.8 In order to enhance public understanding of the objectives and activities of the Organization, information products will be created in official and local languages. Strategic media outreach activities will include press conferences and interviews with senior officials. Websites in local languages will be maintained and strengthened. Social media platforms will be used at Headquarters and, when appropriate, at the country and regional levels.

24.9 Operational support and strategic communications advice will continue to be provided to the information components of United Nations peacekeeping missions and special political missions, as appropriate.

Subprogramme 2
News services

Objective of the Organization: To strengthen support for the United Nations through information products and news services

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Increased utilization by media organizations and other users of news, information and related multimedia products about the United Nations	(a) (i) Increased number of users of Internet-based United Nations products (ii) Increased partnerships with radio and television broadcasters and rebroadcasters, by language and by region
(b) Timely access by news organizations and other users to daily meeting-coverage press releases, television packages, photos and other information products	(b) Maintenance of the current percentage of news products meeting deadlines to ensure their relevance to end-users

Strategy

24.10 The subprogramme will be implemented primarily by the News and Media Division, supported by the Office of the Spokesperson for the Secretary-General and by the network of United Nations information centres.

24.11 The objective will be accomplished through the timely production and delivery of accurate, balanced and, where feasible, customized news and information materials (text, video, audio and photo) and services to the media and other consumers, including through the use of the newest web-based and mobile distribution platforms. Multilingualism will remain a strong focus, with increased production, through partnerships with global broadcasters, of original news products in official and non-official languages. Such collaborations will allow wider distribution of materials that reflect priorities identified by Member States. Working with the media in developing countries will continue to be a priority.

24.12 Evolving information technologies will enable the subprogramme to improve global access to its products at all times by broadening the range of options available to audiences, from telephones to social media, subject to local technical considerations. This will also enhance the integrated multimedia services of the subprogramme, including its social media platforms. Simultaneously, traditional

media will be more closely connected to other multimedia products, providing more depth to coverage, including through links to background material and other related content.

24.13 As efficiencies gained through the acquisition of the Media Assets Management System and other tools are examined under the subprogramme, some reorganization of job descriptions and responsibilities will occur. To ensure the continued quality and quantity of programmes and to strengthen multilingualism, the Department will explore the consolidation of certain units according to language.

Subprogramme 3
Outreach and knowledge services

Objective of the Organization: To enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Broader reach of United Nations information through various media and services and through expanded partnerships with other entities	(a) (i) Increased partnerships with United Nations entities as well as external organizations
	(ii) Increased number of non-governmental organizations from developing countries and countries with economies in transition receiving information from the Department
	(iii) Increased number of visitors to the subprogramme's websites and social media accounts
	(iv) Increased number of individual end-user downloads of publications and other outreach products
(b) Increased value of library and knowledge services providing access to information that support the work of delegates and staff	(b) (i) Increased reach and perceived value of the Dag Hammarskjöld Library services among key stakeholder groups
	(ii) Increased internal communications through the use of iSeek and deleGATE

Strategy

24.14 The subprogramme will be implemented by the Outreach Division, which includes the following sections: Knowledge Solutions and Design; NGO Relations and Advocacy; Education Outreach; Publications and Editorial; United Nations Publications Sales; Visitors' Services; the Dag Hammarskjöld Library; and the secretariats of the Publications Board and the Exhibits Committee.

24.15 Through the subprogramme, the Division will work to enhance understanding of the United Nations both by producing information products, such as publications, exhibits and graphic designs, and by organizing briefings, speaking engagements, guided tours and special events. By collaborating with external partners, such as non-governmental organizations, educational institutions, foundations and Governments, the Division will continue to enrich the array of activities that it undertakes and to extend the reach of United Nations messages. Social media will continue to be used as a potent multiplier for United Nations messaging.

24.16 To reach a broader segment of the global public, the Division will continue to develop new constituencies, including institutions of higher education and research, through the United Nations Academic Impact initiative. In addition, it will develop partnerships with the film, television and entertainment industries through the Creative Community Outreach Initiative. The Division will support the organization of Model United Nations conferences around the world and develop new initiatives to engage youth, drawing on the advocacy efforts of the Envoy of the Secretary-General on Youth. A concerted effort will be made to broaden the geographical diversity of the Division's sphere of partners.

24.17 The Dag Hammarskjöld Library will seek to increase the value of its services, particularly to Member States. The Library will pursue the streamlining and automation of service processes in order to increase its analytical capacity and add value for client groups. It will enhance its online library services through continued digitization and cataloguing and by providing access to historical documents and improving the user experience.

24.18 The objective of the subprogramme also entails facilitating access to and the exchange of information within the United Nations. Enhancing internal communications through iSeek and deleGATE will be a key factor in generating support for important initiatives and increasing knowledge-sharing.

Legislative mandates

General Assembly resolutions

13 (I)	Organization of the Secretariat
168 (II)	United Nations Day
423 (V)	Human Rights Day
32/40 B	Question of Palestine
35/201	Annual Reham Al-Farra Memorial Journalists' Fellowship Programme
36/67	International Year of Peace and International Day of Peace
54/134	International Day for the Elimination of Violence against Women
55/2	United Nations Millennium Declaration
57/7	Final review and appraisal of the United Nations New Agenda for the Development of Africa in the 1990s and support for the New Partnership for Africa's Development

57/129	International Day of United Nations Peacekeepers
60/1	2005 World Summit Outcome
60/7	Holocaust remembrance
60/225	Assistance to survivors of the 1994 genocide in Rwanda, particularly orphans, widows and victims of sexual violence
62/122	Permanent memorial to and remembrance of the victims of slavery and the transatlantic slave trade
64/13	Nelson Mandela International Day
67/67	United Nations Disarmament Information Programme
67/106	Follow-up to the Declaration and Programme of Action on a Culture of Peace
67/148	Follow-up to the Fourth World Conference on Women and full implementation of the Beijing Declaration and Platform for Action and the outcome of the twenty-third special session of the General Assembly
67/155	Global efforts for the total elimination of racism, racial discrimination, xenophobia and related intolerance and the comprehensive implementation of and follow-up to the Durban Declaration and Programme of Action
68/86 A	Questions relating to information: information in the service of humanity
68/86 B	Questions relating to information: United Nations public information policies and activities
68/96	Dissemination of information on decolonization